

## TRADER SELECTION CRITERIA

This Information Sheet amplifies the criteria which the Market Committee will apply when considering new enquiries and applications for stalls at the next Harrogate Christmas Market.

The Market Committee have set the following criteria for new Traders at this very popular event:

- 1. Yorkshire-based businesses run by professional market traders for at least two years.**  
This means we will not invite part-time "hobby" traders who are unlikely to have the stamina to stand for four 10 hour days and also have sufficient stock to meet potential high demand. The two year rule means that Traders should have survived at least two seasons and thus should know what sells well in such markets. They should also be used to potential bad weather in winter! Yorkshire-based means having an office, workshop or home in or near Yorkshire – including for example Cumbria, Derbyshire, Lancashire, Lincolnshire and Teesside.
- 2. Selling quality hand-made British products not readily available on the High Street.**  
This means that we are seeking "unique" products that cannot be bought in multiple stores – or on Amazon or e-bay! Goods should be made in Britain – and ideally within or near to Yorkshire as defined above. Hand-made does include goods, food and drink produced using some imported or manufactured components or ingredients, provided that British products are used where available.
- 3. Applications are NOT accepted from:**
  - recent start-ups with less than two years successful trading at similar events
  - businesses based outside the UK selling through local agents or representatives
  - traders selling mainly imported goods, unless they are hand-made and Fair Trade certified
  - mobile catering vans or trailers likely to damage the grass - due to very limited hard-standing
  - public bars encouraging consumption of alcohol on site – but free tasting samples are permitted
  - lobby groups – promoting animals, environmental, political, religious or similar issues
  - fund-raisers – collecting money or promoting other events for charitable or other purposes.
- 4. Limits on the numbers of similar stalls** (excluding Craft & Gift Marquee)  
As a general principle no Trader should have a monopoly over specific products, but we do aim to limit the numbers of stalls selling very similar goods in order to achieve maximum diversity of goods for the visitors and to give all Traders a fair chance of making an adequate level of sales.  
As a guideline the following limits are proposed for 2017:
  - a. Burgers and Sausages – three
  - b. Candles (NONE alight) - four
  - c. Cheese of various types – four
  - d. Curry of various types – two
  - e. Hot meats (excluding a.) – four
  - f. Jewellery of various types - five
  - g. Mulled Wine & Cider – three
  - h. Pizzas, Crepes, Donuts & other hot food – four
  - i. Sweets, Fudge, Toffee – five
  - j. Spirits – gin, whisky, vodka, etc – three
  - k. Wines & liqueurs – British only - three
  - l. Woollen hats and scarves – four

### 5. SPECIAL NOTE:

The Market Committee reserves the right to adjust these limits at their discretion in response to current demand and in order to ensure a fair distribution of similar Traders across the Market, bearing in mind the need to sell all the planned stalls in order to cover the high costs of the Market

**Issued by: Brian L Dunsby, Organiser.**